WCSR
600 KC

THE SMITH COLLEGE RADIO STATION
10½ Prospect Street
NORTHAMPTON, MASS.
Telephone 2700—Extension 512

January 7, 1951

Mr. Sigurd S. Larmon
Young and Rubicam
285 Madison Avenue
New York, N.Y.

+ Ralph Allum
Roy S. Durstine Inc.
7305 Ellis Ave.

Dear Mr. Larmon;

I apologize in advance for bothering you, but maybe you won't mind passing this letter along to the right person, as I don't know whom to address.

Our Radio Station here at Smith, WCSR, although only two years old, is doing very well. We have many local accounts, who appear to be satisfied with results, but too few national advertisers. We are hoping that among your many clients there may be one or two who feel college groups are worth cultivation, and to whom we might sell time. After all, college students of today are the homemakers and business men and women of tomorrow. If their intellects(?) are worth education so, too, are their buying habits.

In any event, we have a good station with a loyal following. And if our audience is relatively small(about 2400) so, too, are our rates (see enclosed rate sheet).

Again, my apologies and many thanks in advance for anything you may be able to do for us.

Sincerely,